



For Immediate Release:  
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### **Store Adore Partners with Ladies Who Launch and Beckley LA in The Glam Squad LA Event**

September 30, 2008 ( New York, NY) - Ladies Who Launch and Store Adore partner with Beckley LA to present: The Glam Squad - What does your image say about you?

#### **Tuesday, October 21st, 6pm - The Glam Squad - What does your image say about you?**

An evening of shopping, entrepreneurial stories and free consultations! Hear two success stories- partners Meredith Barnett and Cristina Miller of Storeadore.com speak about how they found funding for their fashionable online venture and hear Beckley LA owner Melissa Akkaway talk about how she launched her luxurious retail concept to adoring Angelinos earlier this year. Receive free consultations on your wardrobe, make-up and even your product packaging/logo design by ladies Who Launch Incubator members and experts. Enjoy wardrobe consults from stylists Barbara Horowitz and Laurie Graham, try a new look with make up artists Tara Dowburd-Luftman or Nicci Levy, and show your biz card or packaging to brand identity gurus Peggy Wong, Hilary Laffer, Joanna Holden and Sandra Sellani for insider feedback. Or, just browse designer goodies (15% Store Adore VIP discount), sip champagne, eat Vosges Haut-Chocolat exotic truffles and meet other innovative entrepreneurial LA women.

**Details:** Beckley LA 8620 Melrose Av (Corner of Huntley) 6 - 9pm Parking in neighborhood or on street RSVP: [Storeadore.rsvp@gmail.com](mailto:Storeadore.rsvp@gmail.com)

#### **The Entrepreneurs:**

**Store Adore** ([www.storeadore.com](http://www.storeadore.com)), is a personalized web-based guide to the best boutique shopping around the country and online. Founded by Meredith Barnett and Cristina Miller in February 2008 with coverage of boutiques and specialty stores in fashion, beauty, accessories and home in New York and Brooklyn; Boston; Los Angeles; Washington, DC and several hundred e-boutiques. With the addition of Philadelphia, The Hamptons, Chicago, San Francisco and several new online stores in the summer of 2008, the site now boasts 2700+ boutiques, with new stores added every day. Store Adore is often described as a Zagat meets Citysearch meets Facebook—for boutique shopping. Passionate shoppers log on to StoreAdore.com and search the site's extensive database of thousands of editorially profiled boutiques and specialty stores around the country and online. Users can also create and download custom shopping maps of popular shopping neighborhoods and take advantage of exclusive discounts from dozens of stores.

**Beckley LA**, a new concept in luxury retail, features women's ready-to-wear, eveningwear and loungewear, as well as accessories and shoes from an elegant balance of top designers and emerging talent. Owner and entrepreneur Melissa Akkaway aims to provide an unsurpassed level of style and carefully tailored and personalized services found in luxury stores of the early 20<sup>th</sup> century, paying homage to her paternal great-grandfather by opening the modern day version of an original family business.

Akkaway has left no stone unturned – employing the infamous Stewart Lucas to handle specific design elements and the ever changing window displays of avant garde art. Lucas is most recognized for his work at Bergdorf Goodman: he is the man behind their famed window displays. Beckley LA's physical space is contemporary, utilizing modern exterior materials and lighting elements. The interior, best described as whimsical and bohemian chic, is warm and inviting with the use of creative coloring, bold statement pieces and design accessories. This vibe moves seamlessly out onto an outdoor patio, lush with greenery and florals, customers are transported to a private garden in Provence.

Beckley pays homage to its original retail location on Main Street in Las Vegas in 1908, a time when hand-tailored clothing, one of a kind original pieces and a private shopping experience reigned supreme. Akkaway has resurrected her roots by bringing back a higher level of luxury and customer service seemingly lost in today's hustle and bustle. In addition to offering shoppers emerging designers, unique vintage pieces and recognizable designers at the highest level in fashion, the boutique will also feature a long list of "gourmet" client services, including *personal shoppers, celebrity stylists, tailors, a relaxation area and an intimate garden*, just to name a few – ultimately enhancing the shopping experience for each client.